

Overall recommendations from 2015 Middlesbrough Men's Health Insight Report

- Training of Health Champions with a variety of men's health training with quality and consistent information for local users. Content should vary by target, e.g. For diabetic people, service users of addiction treatment services etc
- Promotion: The Middlesbrough 'man' creating relatable examples for promotion. Having real case studies to promote positive GP and lifestyle change experiences.
- Campaigns and marketing aimed specifically at partners and family of men.
- Campaigns that target men at 'point of realisation' such as relations of those who have received a recent diagnosis or 'health scare'.
- Ensure that considerations around language are understood .e.g. by including varied case studies.
- Present health information that appeals to men (e.g. mobile apps, "not too small font and more information on what to do and benefits" or using humour in promotions (Promotes word of mouth)
- Promote awareness of helpful and reliable health websites for health inquiries and information, e.g. www.malehealth.co.uk and develop a central list on the Extra life website
- Checking for interaction suitability when employing staff who will be working with men.
- Recording of data on gender, ethnicity, employment status, postcodes and age for service users to understand service use by males.
- Overall service evaluations include gender consideration to help discover the most popular projects and the different needs for different age groups, ethnic groups and gender.
- Develop understanding of different cultural factors amongst men to overcome language and barriers. This could be done through use of peer led Health Champions model. BME insight report produced in Middlesbrough may also be of use.
- Clinical/Traditional services outreaching to informal services, e.g. counselling services in non-clinical environment to remove stigma (which is now commonly the case).
- Where possible use male staff or male peers when trying to engage males. This has been a recurring theme when engaging with men.
- Services to make use of large numbers in educational institutions and other large organisations to promote and provide services, in Middlesbrough, work with Extra life settings.
- There may be a need to see gender specific considerations across all Joint strategic needs assessments for Middlesbrough (JSNA's)